

FENDER® CELEBRATES GRAND OPENING OF FIRST-EVER CUSTOM SHOP SHOWROOM IN LATIN AMERICA

CELEBRITIES, FENDER EMPLOYEES, AND VIPS WELCOME PREMIER SHOWROOM IN MEXICO CITY

MEXICO CITY, Mexico (Dec. 17, 2012) – Fender’s “Dream Factory” celebrated the grand opening of its first-ever Custom Shop showroom in Latin America on Dec. 4 in Mexico City.

The showroom, independently owned and operated by music store Holocausto Music, is located on the rooftop of the store’s building and overlooks stunning views of skyscrapers, historic buildings and high-rise rooftops in Mexico City’s historic center.

“Opening a showroom in Mexico City is a step closer to our goal of having the finest instruments available to international consumers and artists,” said Fender Custom Shop Director of Marketing Mike Eldred. “It joins four other Fender Custom Shop Showrooms in the world, including Germany, Italy, Tokyo, and Korea.”

Artists such as singer-songwriter Mijares, pop-punk band Allison, and members of rock band Moderatto, Fobia and Caifanes graced the grand opening with their presence.

The Mexico City Custom Shop showroom is open by appointment only. Visitors who wish to schedule a visit can do so at www.holocaustomusic.com.

For more information, go to www.fendercustomshop.com.

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ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists “wings to fly,” carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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